

Parking Spaces

Winter Issue - 2004/2005

COMMUNICATIONS FROM AND FOR THE MEMBERS
OF THE MICHIGAN PARKING ASSOCIATION



An allied association of the International Parking Institute

President's Parking Space

Jon Frederick



As we come to the close of another year and as we prepare for the "New Year", I am very excited to be leading this organization again and thank you for reelecting me. The MPA has meant a great deal to a lot of individuals including myself. It has created many fabulous relationships, both business and personal. It has helped members keep up with our industry not only on a local platform, but on a national stage as well. It has helped members learn specific standards and different approaches and ways to handle things from all levels of our operations. With this in mind, I really look forward to continuing this mission and believe this upcoming year's agenda will have something for all of our members.

I do want to take this opportunity to say thanks to all of the individuals who make the MPA work every year. Thanks to the dedicated Board Members who volunteer their time, keep the organization intact, and put on such wonderful

events, our vendors and sponsors who, without their support, the organization would be left struggling to put on such high quality events, the host venues and their personnel, our volunteers who without their help at each and every event we (the Board) would go crazy, and all of the individuals who work behind the scenes to bring everything together and make it all happen. I would be remiss if I didn't thank all of you, our members and supporting companies, because if it weren't for your participation this organization wouldn't be here.

I do hope that you all plan on attending many of this year's events. We have a lot of great stuff in store for you and I am really looking forward to all of our events. Especially the 2005 Fall Conference taking place in my neck of the woods, Detroit, the Motor City Capital of the World.

I wish everyone a safe and enjoyable holiday and look forward to seeing you all throughout the year.

2005 Upcoming Events Calendar

Front Line Training

Lansing, February 9 & 10

Spring Workshop

Lansing, April date TBD

Golf Outing

July 21 (tentative)

Fall Conference

Detroit, October 5-7

New Board Members

New MPA Treasurer

Kimberly Miller

Kimberly Miller has been with the City of Grand Rapids for 18 months as the Administrative Services Officer. Prior to coming to the City, Kim worked for a publishing company as Financial Analyst, Director of Customer Support, and Director of Operational Quality. Kim also has seven years experience in bank operations and three years in public accounting. She holds a Bachelor of Science degree in Accounting and is a Certified Public Accountant.

Personally, Kim has been married for 22 years to Mike, a Police Sgt. with the City of Rockford and has a 15 year old daughter Stacie and 13 year old son, Christopher.

In her spare time Kim enjoys chauffeuring her kids to barn or horse show locations for horseback riding and all around West Michigan for hockey. Occasionally, the Millers will take their boat for a spin (literally with the tube attached) around the lake they live by or take the camper for a get away.

New MPA Member at Large

Jon H. Seybold

As a Branch Manager with Ampco System Parking, Jon oversees accounts representing over 75 locations in Michigan and the Central Plains and nearly 300 employees and managers. Currently residing in and working out of Kalamazoo, Jon has been involved in the Michigan Parking Association for nearly 15 years.

Since joining Ampco System Parking in 1983, Jon's efforts have been nationally recognized by prestigious organizations and publications throughout the industries of parking and downtown development. His diverse background in the industry includes knowledge of consulting, general operation (on and off-street; governmental and private), facility construction and renovation from an operational perspective, transition management, safety/security, enforcement and collections.

Jon is respected as a facilitator who continually emphasizes the needs of satisfying the customer. His interests and efforts to share his experience and knowledge is widely recognized by his peers and customers.

New MPA Member at Large

Shawny L. DeBerry

Appointed by Mayor Kilpatrick January 17, 2002, Shawny DeBerry serves as the Deputy Director for the City of Detroit Municipal Parking Department (MPD). As the Deputy Director, she shares the responsibility of directing and controlling all operations of the department, which has 137 employees. Because of her extensive finance background, she carries the primary role of finance director for MPD, facilitating the management and operations of the finance unit.

Prior to her mayoral appointment, Shawny served as the Chief Financial Officer for the Kilpatrick 2002 Inaugural Activities. She has over 11 years experience in finance and administration. Shawny is very active in the community and has held many leadership positions in various organizations.

Shawny retained full-time employment, obtained BA/BS and MBA degrees, participated in extracurricular activities and remained a full-time mother, all simultaneously. Her strive for the mark of excellence was a very important life component that helped her to achieve many of her goals and aspirations. She is very determined to make a positive impact in every life and situation that she encounters.

Shawny is divorced and has a 17 year-old daughter named Eboni.

Reminder

Send in your MPA membership dues if you haven't already.

The cost is \$75 per person.



Front-Line Employee Training

February 9-10, 2005

Training is free for 2005 MPA Members

Lansing Community College West Campus

5708 Cornerstone Dr., Room M120

8:30 am - 3:30 pm

Includes breakfast & lunch

Same topics both day, so send different staff on each day

Topics To Be Presented Include

- | | |
|--|---|
| <p>1. Customer Service
going the extra mile ~ first impressions ~
creating standards ~ customer perception ~
the parking patron's needs and expectations ~
verbal and vocal skills</p> <p>2. Innovative Techniques
establishing customer rapport ~ parking
service extras ~ customizing your service</p> | <p>3. Conflict Resolution
dealing with difficult customers ~ identify and
prioritize challenges faced with customers ~
head off challenges before they escalate</p> <p>4. Employee Motivation</p> <p>5. Teamwork/Teambuilding</p> |
|--|---|

Training by: Advanced Parking Solutions LLC

Directions to the LCC conference facility

From I-496: Turn south on Creyts Road to Mt. Hope.

Turn left on W. Mt. Hope and continue eastbound for about 1/2 mile.

Turn left onto construction entrance, next to Chapman Insurance Agency.

To download a printable map, go to <http://www.lcc.edu/maps/westcampus.htm>

To register, please mail in the form below by January 28.

<p>Michigan Parking Association c/o Kent County Dept. of Aeronautics 5500 44th St. SE Grand Rapids, MI 49512</p>	<p>Contact Debby Nyenhuis at 616-233-6073 with questions Training is free for 2005 MPA members To become a member, send \$75 payment with this form Make checks payable to Michigan Parking Association</p>
Name _____	
New 2005 MPA Membership \$75 _____ Email _____	
Address _____	
City, State, Zip _____	
Phone _____	
Fax _____	

Articles of Interest

Gerald R. Ford International Airport

The parking rates at the Gerald R Ford International Airport are about to change. Effective January 1, 2005 the parking rates will increase to \$2.00 for the first hour in short-term parking with a daily max of \$24.00 per day. The long term lots will go to \$7.00 per day with a weekly rate of \$42.00. The Express Shuttle Parking Lot will increase to \$6.00 per day with a weekly rate of \$36.00. Valet parking will become \$14.00 per day.

The Airport is also in the design process for a parking structure to be built in 2006. The Kent County Department of Aeronautics is working with Gresham Smith, partnered with Carl Walker Parking out of Kalamazoo, on the preliminary designs.

Amway Grand Plaza Hotel

The Amway Grand Plaza Hotel in Grand Rapids is set to upgrade current revenue control equipment. The hotel garage is used for hotel guests, monthly parking, and transient parking. The project should be completed early next year.



Member News & Information

Thank You

The MPA would like to send out a “special” thank you to Pam Ritsema, Director of Parking, City of Grand Rapids and former Secretary/Treasurer and Vice President of the MPA. Due to conflicting business and personal schedules, Pam was unable to continue in her role as Vice President of the MPA. Pam’s contributions to the MPA will definitely be missed. We wish Pam all the best and hope that possibly in the future the MPA Board will benefit from Pam’s knowledge and experience once again.

MPA Stuff for sale

Hats \$10.00
Golf Shirts: \$25.00
Jackets: \$45.00

Contact your nearest Board member for additional information

New and Improved Web Site

Be sure to check out our MPA Web site at michiganparkingassociation.org—it's being revamped in January!

Fall Conference Review

Risk Analysis – The First Step in Being Prepared by Derrick Albers

Whether your parking operation comes to a stop because of Mother Nature or from a civil disruption the end result is the same—loss of revenue! How do you minimize these events from impacting your business? Be prepared, and in order to be prepared, you have to do your homework.

Your homework should start by conducting a risk analysis. This will help you set the foundation in which the rest of your safety, security and preparedness program will be based on.

When you conduct a risk analysis you are looking at any event that may cause a business disruption (fire, flood, tornado, hazardous chemical spill, etc) and the probability that a loss will occur. An important part of the risk analysis is your ability to response if an incident should occur, i.e. equipment, procedures, practices that you have in place.

The risk analysis must be an honest assessment of your business operation and policies and procedures. Your completed risk analysis is a management tool that should be use to create an action plan to reduce the chances of a loss.

Fall Conference Review

Dear MPA Members:

Downtown Kalamazoo Inc. (DKI) would like to thank all those members of the Michigan Parking Association (MPA) who attended the 2004 Fall Conference in Kalamazoo. The Kalamazoo County Convention and Visitors Bureau, Radisson Hotel and DKI are striving to draw more quality conventions to downtown and word has it that the MPA event was very well organized.

The downtown tour that DKI facilitated for attendees on Friday focused on current and future redevelopment projects. The projects ranged from a new 14-screen cineplex to several new residential lofts. These projects are requiring new approaches and designs to meet the customer parking needs. MPA members offered some unique insight from other cities and ideas that we could incorporate into our plans to improve our developments.

We hope MPA members will consider downtown Kalamazoo as a stop for future conferences and for your personal visits. We truly loved having the parking professionals here!

Steve Deisler
VP, Downtown Planning & Development
Downtown Kalamazoo Inc.

The MPA Board would like to send a thank you to the following vendors for all of their help making the 2004 Fall Conference such a success.

Par-kut International
Structural Preservation Systems, Inc.
Cognisa Transportation
Duncan Management Solutions
Light and Breuning
Traffic and Safety
SKIDATA, Inc.
Code Blue Corp.
aQuity, Inc.
Advanced Parking Solution

The MPA Board would also like to send a very special thank you to *Light and Breuning, Inc.* for sponsoring breakfast on Thursday and *Traffic and Safety* for sponsoring the open bar during dinner on Thursday night. The sponsorships helped to make the 2004 MPA Fall Conference a great success. Thanks again!





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MPA Web Site:
www.michiganparkingassociation.org

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